What is claimed is:

1. A method for generating hierarchical keys of digital assets, comprising the steps of: arranging the digital assets as at least one tree structure, a root node of the tree structure representing a complete set of the digital assets, other group nodes representing sub-sets in each level of the digital assets respectively, and the nodes in the lowest level being leaf nodes;

generating the key of the root node; and

starting with the key of the root node, using the key of a father node to compute level by
level the keys of its child nodes through to leaf nodes.

- 2. The method according to claim 1, comprising computing different keys for two nodes having the same father node.
- 3. The method according to claim 1, comprising computing different keys for child nodes having the same father node.
 - 4. The method according to claim 1, comprising randomly generating the key of the root node.

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- 5. The method according to claim 1, further comprising the step of: encrypting corresponding digital assets by using the computed node keys.
- 6. The method according to claim 5, encrypting the corresponding digital assets using at least a part of the generated node keys or their deformation.
 - 7. The method according to claim 6 comprising encrypting the digital assets using a cipher, and encrypting the cipher using at least a part of the generated node keys or their deformation, said deformation indicating the result computed from the node keys.

- 8. The method according to claim 1, wherein the digital assets are chosen from the group consisting of video, audio and text materials.
- 5 9. An apparatus for generating hierarchical keys of digital assets, comprising:

a key tree management unit for arranging the digital assets as at least one tree structure for management, a root node of the tree structure representing the complete set of the digital assets, other group nodes representing sub-sets in each level of the digital assets respectively, and the nodes in the lowest level being leaf nodes, said apparatus further comprises:

a root node key generating unit for generating the key of the root node; and

a computing unit for starting with the key of the root node, using the key of a father node to compute level by level the keys of its child nodes according to a predetermined function, through to leaf nodes.

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- 10. The apparatus according to claim 9, adapted for computing the keys of the child node using a one way function.
- 11. The apparatus according to claim 9, adapted for computing different keys from different keys having the same father node.
 - 12. The apparatus according to claim 9, further comprising an encrypting unit for encrypting the corresponding digital assets by using at least a part of the generated node keys or their deformation.

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13. The apparatus according to claim 9, further comprising an encrypting unit for encrypting the digital assets first by using a cipher, and then encrypting the cipher by using at least a part of the generated node keys or their deformation, said deformation indicating

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the result computed from the node keys.

14. A server apparatus for managing hierarchical keys of digital assets, comprising:

a key tree management unit for arranging the digital assets as at least one tree structure, a root node of the tree structure representing the complete set of the digital assets, other group nodes representing sub-sets in each level of the digital assets respectively, and the nodes in the lowest level being leaf nodes, said server apparatus further comprises:

a root node key generating unit for generating the key of the root node;

a first computing unit for starting with the key of the root node, using the key of a father node to compute level by level the keys of its child nodes through to leaf nodes; and

an encrypting unit for encrypting corresponding digital assets by using directly or indirectly the computed node keys.

- 15. The server apparatus according to claim 14, adapted for computing child nodes using a one-way function.
 - 16. The server apparatus according to claim 14, adapted for computing different keys of nodes having the same father node.
- 17. A client apparatus for utilizing hierarchical keys of digital assets, wherein the digital assets being arranged as at least one tree structure, a root node of the tree structure representing the complete set of the digital assets, other group nodes representing sub-sets in each level of the digital assets respectively, and the nodes in the lowest level being leaf nodes, said client apparatus comprises:
- a second computing unit for, based on a node key received from a server apparatus, computing the keys of the nodes in lower levels of said node through to leaf nodes in turn; and
 - a decrypting unit for decrypting the digital assets contained in all nodes by using the computed keys of all nodes.

- 18. The client apparatus according to claim 17, adapted for computing the keys of lower level nodes using a one-way function.
- 5 19. The client apparatus according to claim 17, adapted for computing different keys of child nodes having the same father node.
 - 20. A program product comprising media having computer readable instructions thereon for directing a computer to perform a process for generating hierarchical keys of digital assets, comprising the steps of:

arranging the digital assets as at least one tree structure, a root node of the tree structure representing a complete set of the digital assets, other group nodes representing sub-sets in each level of the digital assets respectively, and the nodes in the lowest level being leaf nodes;

generating the key of the root node; and

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starting with the key of the root node, using the key of a father node to compute level by level the keys of its child nodes through to leaf nodes.

- 21. The program product according to claim 20, said process comprising computing different keys for two nodes having the same father node.
 - 22. The program product according to claim 20, said process comprising computing different keys for child nodes having the same father node.
- 23. The program product according to claim 20, said process comprising randomly generating the key of the root node.
 - 24. The program product according to claim 20, said process further comprising the step of: encrypting corresponding digital assets by using the computed node keys.

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- 25. The program product according to claim 24, said process comprising encrypting the corresponding digital assets using at least a part of the generated node keys or their deformation.
- 26. The program product according to claim 25 said process comprising encrypting the digital assets using a cipher, and encrypting the cipher using at least a part of the generated node keys or their deformation, said deformation indicating the result computed from the node keys.
- 27. The program product according to claim 20, wherein the digital assets are chosen from the group consisting of video, audio and text materials.